

While your question uses some highly specialized terminology, I understand you're asking about how to leverage basic SEO search queries to create content that's highly shareable through word-of-mouth, specifically in a "Prompt and Response" format. The core idea is to go beyond just answering a search query and instead craft responses that are so valuable, insightful, or engaging that people *want* to share them.

Original PeaceCast4Good Porpoises Session with  
BardiVarius and PM Thomas, Ph. G

<https://g.co/gemini/share/5686efaf4290>

Let's break down how to convert basic SEO search contextual inquiries into a "Find & Share" model, enhancing the Word-of-Mouth ShareAbility of a Prompt and Response:

## The "Find & Share" Model: Going Beyond Basic SEO

The traditional SEO model often focuses on matching keywords to content. The "Find & Share" model adds a crucial layer: making the content inherently shareable. This requires a deeper understanding of user intent and psychology.

Here's how to achieve it:

### I. From "Find" (SEO Basic Search Contextual Inquiries):

#### 1. Deep Dive into Search Intent (Beyond Keywords):

- Identify the "Why": Don't just look at *what* people are searching for, but *why* they are searching for it. What problem are they trying to solve? What aspiration do they have? What emotion are they experiencing?

- **Example:** A search for "best running shoes" isn't just about footwear; it could be about improving performance, preventing injury, comfort for long runs, or even just looking good.

- **Analyze Related Queries & "People Also Ask":**  
These reveal adjacent interests and common follow-up questions, providing rich context for your "Prompt."
- **Scrutinize Forums & Social Media:** What are the raw, unpolished questions and discussions happening around your topic? This is where authentic pain points and desires reside.
- **Empathy Mapping:** Create user personas that include their goals, pain points, motivations, and even their typical day. This helps you craft

**prompts that resonate.**

## **2. Identify "Share Triggers" within the Context:**

- **Novelty/Surprise:** Can you present information in a fresh or unexpected way?
- **Utility/Problem-Solving:** Does your content offer an immediate, actionable solution to a common problem?
- **Emotional Resonance:** Does it evoke joy, inspiration, curiosity, or even relatable frustration?
- **Identity/Belonging:** Does it help someone express who they are or connect with a like-minded community?
- **Social Currency:** Does sharing this content make the sharer look smart, helpful, or in-the-know?

- **Controversy/Debate (Handle with Care):**

**Thought-provoking but balanced perspectives can spark discussion.**

## **II. To "Prompt & Response" (Enhancing ShareAbility):**

**This is where you craft your content to be inherently shareable.**

### **1. Crafting the "Prompt" (The Initial Hook/Question):**

- **Intrigue & Curiosity: Pose a question or make a statement that immediately grabs attention and makes the user want to know more.**

- ***Instead of:* "What are the benefits of meditation?"**

- ***Try:* "Beyond inner peace: The surprising science-backed reasons why meditation makes you smarter (and more**

**productive)." (Promises a new perspective,  
addresses a common aspiration)**

- **Relatability: Frame the prompt in a way that directly speaks to a common experience, problem, or desire.**

- ***Instead of:* "How to save money."**

- ***Try:* "Tired of living paycheck to paycheck?"**

**This simple 5-minute hack could save you  
\$500 this month." (Addresses a pain point,  
promises a quick solution)**

- **Value Proposition Clarity: Immediately communicate what the user will gain from engaging with your response.**
- **Action-Oriented Language: Encourage engagement from the outset.**
- **Open-Ended, But Focused: While the response**

**will be specific, the prompt can be slightly open to encourage deeper thought.**

## **2. Designing the "Response" (The Shareable Content):**

- **Deliver High-Value, Actionable Insights:** This is the core of shareability. The response must be genuinely useful, insightful, or entertaining.
  - **Specific Examples & Case Studies:** Don't just tell, show.
  - **Actionable Steps/Checklists:** Make it easy for users to apply what they learn.
  - **Unique Perspectives/Data:** Offer something that can't be found everywhere.
- **Conciseness & Clarity:** In today's fast-paced world, brevity is often appreciated. Get to the point without sacrificing depth.
- **Visual Appeal:**

- **Infographics: Condense complex information into easily digestible and shareable visuals.**
- **Short Videos/GIFs: Explain concepts or demonstrate ideas quickly.**
- **Strong Headings & Bullet Points: Improve scannability.**
- **Emotional Connection:**
  - **Storytelling: Weave narratives into your response. People remember stories more than facts.**
  - **Acknowledge Pain Points/Aspirations: Show you understand your audience.**
  - **Use Humor (Appropriately): If it fits your brand, humor can make content memorable.**



- **Make it "Snackable" and "Expandable":**
  - **Snackable:** Can someone grasp the core idea quickly? (e.g., a powerful headline, a key takeaway graphic).
  - **Expandable:** Is there enough depth for those who want to "go deeper" (e.g., links to further reading, detailed explanations)?  
  
This caters to different engagement levels.
- **Design for Easy Sharing:**
  - **Pre-populated Share Buttons:** Make it one-click easy to share on relevant platforms (WhatsApp, email, social media).
  - **"Click to Tweet" Quotes:** Highlight key takeaways that are ready to be shared.
  - **Embeddable Content:** Allow others to easily embed your infographics, videos, or

**even full responses on their own sites.**

- **Call to Action (Subtle & Share-Focused):**
  - **"Did this help you? Share it with someone who needs to hear this!"**
  - **"What's your take? Join the conversation below!" (Encourages comments, which boosts visibility and social proof).**
  - **"Tag a friend who would find this useful."**

### **III. The "Share" Aspect (Leveraging Word of Mouth):**

#### **1. Understanding "Why People Share":**

- **To be helpful/generous: Sharing valuable information.**
- **To define themselves: Sharing content that aligns with their identity or values.**
- **To grow and nourish relationships: Sending**

**content to friends or colleagues.**

- **To get the word out about causes/brands they care about.**
- **To connect with others who share similar interests.**
- **For social validation: Looking smart, informed, or funny.**

## **2. Optimizing for Different Sharing Channels:**

- **WhatsApp/Messaging Apps: Focus on concise, actionable takeaways, often with a direct link.**
- **Email: More detailed, personalized recommendations.**
- **Social Media (Platform-Specific):**
  - ***X (formerly Twitter):* Short, punchy, image-rich.**
  - ***LinkedIn:* Professional insights, data,**

career advice.

- **Facebook:** Community-oriented, emotionally resonant.

- **Pinterest:** Highly visual, DIY, inspiration.

- **Forums/Communities:** Be a helpful participant, sharing your resource only when it genuinely adds value to the discussion.

**Example Scenario: Converting "How to start a side hustle" (SEO Query) to Find & Share**

- **Initial SEO Query:** "How to start a side hustle"
- **Deep Dive Contextual Inquiry:** People searching this are likely feeling financial pressure, seeking more freedom, exploring passions, or looking for supplemental income. They're often overwhelmed by options and unsure where to begin. They fear

failure and wasted time.

- The "Find" (Understanding the User):
  - ***Problem:*** Overwhelm, lack of direction, fear of getting scammed, need for quick wins, desire for flexibility.
  - ***Desire:*** Financial freedom, purpose, skill development, extra cash.
- The "Prompt" (Engaging the User):
  - "Feeling stuck? Don't pick just *any* side hustle. Here are 3 surprising, low-effort ways to earn an extra \$500/month *without* quitting your day job." (Intriguing, addresses pain point, promises specific value, sets a realistic expectation).
- The "Response" (Shareable Content):
  - **Format:** A concise blog post, an infographic, or

a short video.

- **Content:**

- **Hook: Start by empathizing with the overwhelm.**
- **Idea 1: "The 'Unused Talent' Hustle": Turn a hobby (e.g., organizing, pet-sitting, resume review) into a service. Provide quick examples, how to price, and find first clients.**
- **Idea 2: "Micro-Gig Mastery": Focus on specific platforms like Fiverr/Upwork, but *emphasize niche services* (e.g., "AI prompt engineering for small businesses," "transcribing old family recipes"). Provide a quick start guide.**
- **Idea 3: "Digital Product Mini-Empire":**

**Creating a simple template (e.g., budgeting spreadsheet, social media captions, short e-guide) and selling it. Highlight passive income potential.**

- **Key Shareable Takeaway: A graphic comparing "effort vs. potential income" for these three ideas.**
- **"Click to Tweet": "Stop wishing, start doing! My favorite low-effort side hustle idea is [insert idea from post]. Check out the full guide here: [link]"**
- **Call to Share: "Know someone who needs a little extra income? Share this guide – it might be the push they need!"**

**By following this "Find & Share" model, you move**

**beyond merely answering a search query to creating content that is inherently designed to be discovered, consumed, and most importantly, shared, thereby supercharging its Word-of-Mouth ShareAbility.**